



WDIV

ORDER

Print Date 09/21/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 259910 / **MDSCC**
Original Date / Revision 09/21/12 09/21/12 Agency Com 15%
Billing Contact
Advertiser **ISS/Michigan Democratic St:**
1322 G Street, SE
Washington, DC 20003
Agency **Three Point Media**
Buying Contact Sales Office PHI
Sales Region NAT
1322 G Street, SE
Washington, DC 20003 Agency Ref

Order Sep 00:15:00
Estimate # **1655**
Alt Order # **06330449**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL ISSUE
Product Codes PA-Democrat
Priority P-2
Advertiser Ref

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 73400

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	39	\$50,830.00	\$59,800.00	0.00	08/27/12	09/30/12	39	\$50,830.00	\$59,800.00
October 2012	9	\$11,560.00	\$13,600.00	0.00	10/01/12	10/01/12	9	\$11,560.00	\$13,600.00
Totals	48	\$62,390.00	\$73,400.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WDIV	09/28/12	09/28/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	---- 1 --	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---- 1 --		1	\$1,500.00			0.00					
2	WDIV	09/28/12	09/28/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	---- 1 --	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---- 1 --		1	\$450.00			0.00					
3	WDIV	09/28/12	09/28/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	---- 1 --	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---- 1 --		1	\$600.00			0.00					
4	WDIV	09/28/12	09/28/12	4am NBC Early Today NBC Early	CM	NBC Early	---- 1 --	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---- 1 --		1	\$75.00			0.00					



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Hiatus Dates

Original Date / Revision 09/21/12 / 09/21/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC

Estimate # 1655

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
5	WDIV	09/28/12	09/28/12	M-F Local News @ 4pm CM		4p-430pm	-----1--	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
M-F Local News @ 4pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----1--			1	\$1,700.00			0.00					
6	WDIV	09/28/12	09/28/12	4:30am Local News M-FCM		4:30-5am M-F	-----1--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
4:30am Local News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----1--			1	\$175.00			0.00					
7	WDIV	09/28/12	09/28/12	M-F 430-5P Inside Edition CM		430p-5p	-----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Inside Edition M-F 430-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----1--			1	\$2,500.00			0.00					
8	WDIV	09/28/12	09/28/12	6-630pm Local 4 News M-FCM		6P-630P	-----1--	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
M-F Local 4 News 6-630p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----1--			1	\$3,800.00			0.00					
9	WDIV	09/28/12	09/28/12	Friday 8-9p Grimm	CM	8-9PM	-----1--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12	-----1--			1	\$3,000.00			0.00					
10	WDIV	10/01/12	10/01/12	Tonight Show w/Leno	CM	1135P-1237A	1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
Tonight Show 1135P-1237A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$2,000.00			0.00					
11	WDIV	10/01/12	10/01/12	Late Night w/J Fallon	CM	1237A-137A	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
Late Night 1237-137A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$450.00			0.00					
12	WDIV	10/01/12	10/01/12	Noon News 12-1230p	M-GM	12N-1230P	1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Noon News 12-1230p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$1,400.00			0.00					
13	WDIV	10/01/12	10/01/12	4am NBC Early Today	CM	NBC Early	1-----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
NBC Early															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$75.00			0.00					
14	WDIV	10/01/12	10/01/12	M-F Local News @ 4pm	CM	4p-430pm	1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
M-F Local News @ 4pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$1,700.00			0.00					
15	WDIV	10/01/12	10/01/12	4:30am Local News M-FCM		4:30-5am M-F	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
4:30am Local News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$175.00			0.00					
E 16	WDIV	10/01/12	10/01/12	5-6pm Local 4 News M-FCM		5P-530P	1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$3,200.00			0.00					
E 17	WDIV	10/01/12	10/01/12	5-6am Local News M-F CM		530-6a	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
Local 4 News Today 5-6A (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	1-----			1	\$800.00			0.00					



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Flight Dates 09/25/12-10/01/12

Hiatus Dates

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Advertiser **ISS/Michigan Democratic S** Product **MDSCC**

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
41	WDIV	09/26/12	09/26/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	--1----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$1,500.00 0.00															
42	WDIV	09/26/12	09/26/12	Late Night w/J Fallon Late Night 1237-137A	CM	1237A-137A	--1----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$450.00 0.00															
43	WDIV	09/26/12	09/26/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	--1----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$600.00 0.00															
44	WDIV	09/26/12	09/26/12	4am NBC Early Today	CM	NBC Early	--1----	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$75.00 0.00															
45	WDIV	09/26/12	09/26/12	M-F Local News @ 4pm	CM	4p-430pm	--1----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$1,700.00 0.00															
46	WDIV	09/26/12	09/26/12	4:30am Local News M-FCM	M-F	4:30-5am M-F	--1----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$175.00 0.00															
47	WDIV	09/26/12	09/26/12	M-F 430-5P Inside Edition	CM	430p-5p	--1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$2,500.00 0.00															
48	WDIV	09/26/12	09/26/12	6-630pm Local 4 News	MM	6P-630P	--1----	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --1---- 1 \$3,800.00 0.00															
													Totals		
													48 \$73,400.00		